

FASHION VALLEY COMPREHENSIVE TREATMENT CENTE

Community Outreach & Relations Plan

PLAN YEAR 2017 & 2018

COMMUNICATIONS

The purpose of this Community Outreach & Relations Plan is to delineate how the clinic will initiate and maintain vital relationships that impact reciprocal growth on behalf of and with patients, stakeholders, and the myriad of community agencies and organizations served. The community includes but is not limited to the County Behavioral Health and Substance Use Division, Parole & Probation (including after-care facilities), our local Opioid Coalition (Prescription Drug Abuse Task Force), Substance Use Treatment Providers (Residential & Outpatient), resident individuals and businesses in the area, community leaders, publicly elected officials, community organizations, religious leaders, health care providers, health planning agencies, police and law enforcement officials, detention facilities, universities and academic institutions, and others as identified.

ENGAGEMENT OF INDIVIDUALS

Methods used to gather community feedback and to design strategies for addressing them include but are not limited to:

- Consumer satisfaction surveys
- Community needs assessments, which may have been conducted by other organizations such as the health department, local United Way, etc.;
- Attendance at community/neighborhood organization meetings;
- Participation and collaboration with councils and governmental groups working as task forces to affect shared problems;
- Attendance at professional group meetings/substance abuse provider meetings, counselors association meetings, etc.;
- Community/patient advisory groups
- Online Outreach – including websites and banner ads

It is the intent of the clinic that the following end products will result from the strategies designed in this Community Outreach & Relations Plan:

- Shared service/cooperative agreements with other community based programs with whom is shared a significant patient population, for the purpose of clearly defining roles, responsibilities, and collaborative practices to enhance overall services;
- Policies and procedures to address community concerns such as loitering, diversion and theft;
- Media campaigns to educate the community and reduce the associated stigmas of addiction treatment;

- Partnerships with other existing organizations for the purpose of identifying, developing, and initiating strategies to address common concerns/programmatic goals and objectives;
- Community speaking engagements to provide education on substance use and abuse;
- Other activities designed to address identified community concerns

FASHION VALLEY COMPREHENSIVE TREATMENT CLINIC / 2017-2018 Community Outreach, Relations & Marketing Commitment

Step 1 Identification of Contacts

Develop and maintain on-going relationships with the San Diego Police Department, owners of neighboring businesses, the California Department of Alcohol and Drug Programs (ADP), San Diego Methadone Providers, HHS workers, parole/probation officers, and others.

Step 2 Identification of Events to be Held or Sponsored

We plan to attend a minimum of 2 Community Meetings during each quarter of 2017-2018 to improve our relationships with neighboring business owners/the general public.

Step 3 Identification of Treatment and Retention Efforts

During 2017-2018, we will continue to reach out to other successful MAT programs and Technical Assistance providers in order to learn best practices to assist us to develop techniques for improving patient retention. The successful techniques identified in this process should help to increase our patient retention rate during 2017-2018.

Step 4 Identification of Other Strategies / Activities Enhancing Community Outreach, Relations & Marketing

During 2017-2018, the Clinic Director & Grant Director will participate in community activities, including workshops, seminars, etc. and will then present information gathered in the activity to all staff.

As a participant of the California Hub and Spoke System, Fashion Valley CTC will employ an online marketing campaign consisting of the following:

Focus of the campaign will be to educate the San Diego community on the benefits of MAT services, as well as spreading awareness for the treatment options available Fashion Valley CTC website will include information on the Spoke facilities, detailed information on MAT, as well as linking to the DHCS page for additional information on the program

Step 5 Identification of Community Resources

Maintain the Community Resources/Services in order to educate and inform all counselors and other staff as needed.

Initial Timeframes for Community Notifications and Planning Events:

Hub and Spoke Kickoff and outreach brainstorming discussion - August 4, 2017

San Diego Prescription Drug Taskforce Medical Work Group – August 11, 2017

San Diego Prescription Drug Taskforce Main Group - August 19, 2017

Statewide SUD conference – workgroup on incorporating CURES in treatment – August 24 and 25, 2017

San Diego County Behavioral Health, Maria Morgan - July 2017

UCSD Naloxone Train the Trainer event - September 11, 2017

San Diego County Recovery Happens - September 16, 2017

Presentation to Parole and Probations statewide meeting – September 20, 2017

Planning meeting with San Diego County - Maria Morgan, Piedad Garcia, Dr. Esposito - October 18, 2017

Initiate discussion with St Vincent DePaul – November 2017

Update website to include San Diego Hub and Spoke Webpage – Q3 2017

Emergency Room Discharge referral discussions/process with Scripps, Tri City, Palomar, Grossmont and UCSD – Start October 2017 and work into Q4 2017 – Dr. R. Lev to facilitate

Begin social media campaign no later than October 2017

Post incarceration/transitional housing unit referral process and discussions - Q4 2017

CA Opioid Summit Panelist - November 8 and 9, 2017

Primary Care & Behavioral Health Integration Summit – December 7, 2017

Participate in San Diego Prescription Drug Task for Quarterly meetings – QTRly 2017 - 2018

DHCS CA H&SS STEERING COMMITTEE MEETING

Christy Enos, Regional Director will represent the San Diego Hub & Spoke System of care at all Steering Committee Meetings. Debbie Hamilton, Clinic Director Fashion Valley Comprehensive Treatment Center (San Diego Hub) will be her alternate should she be unable to attend.